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Communiqué



Canadian Broadcasting Corporation
Société Radio-Canada

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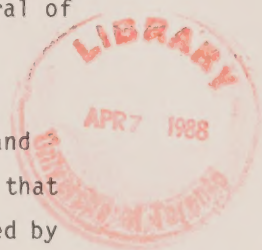
Montreal -- Radio Canada International (RCI), the overseas shortwave service of the Canadian Broadcasting Corporation, will begin to broadcast programs every day as of April 4 in English, French and Japanese to listeners throughout the Asia-Pacific region.

As well, Russian and Ukrainian programs, which were previously broadcast only to Central and Eastern Europe, will be broadcast to listeners in Soviet Asia.

The new service has been made possible by an agreement with Radio Japan, the shortwave service of NHK, Japan's public broadcasting network. The agreement takes the form of a direct exchange of transmitter time -- Radio Japan using RCI's facilities at Sackville, New Brunswick to reach audiences in the United States, while RCI will relay its programs to Asia and the Pacific region via Radio Japan's Yamata facilities.

The agreement was negotiated last year and signed in Tokyo on March 25, 1988 by CBC President Pierre Juneau, NHK President Masato Kawahara, RCI Director Betty Zimmerman, and Fumihiko Inatsugu, Director-General of NHK's Overseas Broadcasting Department.

Since RCI's Sackville transmitters are unable to send a clear and reliable signal to Asia and the Pacific region, programming to that area was limited until now to two weekly newsmagazines delivered by satellite for broadcast in Hong Kong and Japan.



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The new daily service is expected to increase RCI's audience substantially. Recent research indicates that more than 16 million people around the world already listen to RCI programming at least once a week. All told, RCI broadcasts in 12 languages to Central and Eastern Europe, Latin America, the Caribbean, the Middle East, Africa, Western Europe and the United States, as well as Asia and the Pacific region.

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The new early service is intended to provide a more efficient and effective way of dealing with the public. It will be available to all members of the public who are in need of a service. The service will be available to all members of the public who are in need of a service. The service will be available to all members of the public who are in need of a service.

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